

Robert Moore

POSTAL WORLD

1406 Fenwick Lane, Silver Spring, MD 20910

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9-digit ZIP Codes in June. . . a postal strike in July

PUBLISHER
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INDEPENDENT MAIL EXPERTS TELL

HOW TO COME OUT AHEAD. . . See

inside for FREE cassette

recordings!

Helping you weather the storm...

Dear Friend,

You are about to be tested as never before. Whopping postal rate increases will be followed by a phase-in of 9-digit ZIP codes beginning in June. Then, in July, a postal strike looms.

Thousands of mailers will rely on Postal World to see them through the bad times ahead. Postal World is the leading, independent newsletter especially for businesses and organizations like yours, that depend on the mail.

Right now, just when you need it most, you can subscribe to Postal World and give yourself a bonus worth \$45. This special offer gives you the best advice you can get anywhere on the benefits and pitfalls of the 9-digit ZIP . . .and the lowdown on how to cope if the Postal Service strikes. That's two hours' worth of specific, practical tips--answers to your mailing worries--from leading experts and consultants to you on handy, play-anywhere cassettes.

✓ These double cassette releases are yours, FREE, when you include payment--or an authorized purchase order--with your subscription order.

You owe it to yourself to get the right tools for a professional job. You've got to

- . . .meet mailing deadlines
- . . .stretch budgets with limited manpower
- . . .stay one step ahead of ever-changing postal rules and rates
- . . .and keep the mail and packages moving.

That's a tall order but Postal World knows what you're up against. A year ago, Postal World warned readers about the big rate hike. Then, in clear concise language, we told mailers how to get ready. . .how to budget for it. . .how to adjust mailing schedules to beat the increase. . .

and, most importantly, how to bring new efficiencies to their mailing operations--minimizing the impact of the new rates.

When top management wants to know your ideas for coping with the coming 9-digit ZIP codes. . .when budget-minded executives ask you to crystal-ball the next postage rate hike. . .whenever you need guidance and expert advice you can stake your reputation on. . .you need Postal World's valuable, reliable coverage of today's mailing concerns.

Now in its seventh year of publication, Postal World is jam-packed with ways to help cut postage and shipping costs while speeding delivery. That's why thousands of businesses and organizations like yours have come to depend on Postal World for guidance and information they simply can't get anywhere else.

And Postal World is independent, not connected with the Postal Service in any way. That's important. Today, more than ever, others are competing with the Postal Service with rates and services that often top Uncle Sam.

Being completely independent, Postal World gives you the information and the unbiased insights you need to compare. . .to decide for yourself the best way or combination of ways to move your mail.

Do you know--

- how a Philadelphia insurance company cut average delivery time of incoming nationwide mail to 2.4 days?
- how a young mail manager developed a formula to determine which clerks are working up to acceptable standards and which ones are not? Plus, advice to get the non-performers up to snuff?
- an effortless way to drastically cut unauthorized use of postage meters?
- how a mailer guarantees clerks don't misread rate charts and affix excess postage? You'd be surprised how many put whopping international rates on mail to Puerto Rico and Alaska.
- how to be sure the post office credits funds to your account within four hours?
- how to get better delivery--and avoid mailings being thrown back in your face--by getting prior post office approval of envelope designs that don't quite meet specifications?
- ✓ ● how one mailer got the Postal Service to deliver 1st-class mail at 3rd-class rates? His firm will save thousands of dollars annually.

Of course, not every idea will work for you. But just one good tip will pay for your subscription to this valuable biweekly newsletter many times over. That's why so many companies and organizations subscribe.

But don't take my word for it. Here's what our subscribers say

about Postal World:

"I enjoy reading your publication and find it to be very useful to me as a supervisor of the Mail Distribution Center."

--Thomas J. Edinger
Belz Laboratories, Inc.

"Let me compliment you on the format and content of Postal World. Much of the inside information is extremely helpful. . ."

--Vincent T. Ferguson
College of New Rochelle

"Your publication is mandatory reading within our organization. You are to be complimented on the quality."

--Larry Connolly
The Courier Dispatch Group

"I'd be in the dark without Postal World. As chairman of the local Postal Customers Council, I urge everyone to read it."

--Linwood Spires
Columbus, GA

"A very valuable publication."

--Ed Leffler
The Mailing House

Headquartered just outside Washington, D.C., Postal World is ideally located to keep an ever-watchful eye on the U.S. Postal Service. . . keeping you posted on the ever-changing ways of the mails.

Example. . .We have examined every aspect of the coming 9-digit ZIP code including just-announced incentives for those who switch early to 9 digits. We've analyzed what it will mean to organizations like yours, how others plan to benefit from it, and how you can figure the costs. . .all of them, including 9-digit's hidden costs.

Example. . .We compared costs and reliability of Express Mail, Priority Mail and alternative forms of delivery. Postal World's independent reports show thousands of mail users which method of delivery is best for them. Our reports even told of special free services local delivery firms give you, if you know what to ask for.

Every so often I check to see who reads Postal World and I'm always amazed at the diverse makeup. Aside from obvious groups like direct mail companies, publishers, manufacturers and mail order houses, many, many of our readers are executives of banks, insurance companies, utilities, fund raising organizations, trade associations, equipment firms and public and private universities. . .to name a few.

You and your company don't risk a cent when you subscribe to Postal World. You'll notice on the subscription reply card our guarantee quite

simply states that if, at any time, you feel Postal World is not valuable to you and your company, you get back all your money.

I repeat. . .every cent refunded. Keep the issues you already received and still get the entire subscription price refunded with no questions asked.

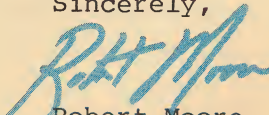
We make this guarantee because we are confident you will find Postal World a truly worthwhile tool you'll come to rely on and respect.

Let Postal World be your guide to better and more efficient use of the mails. Don't lose out while other savvy mailers benefit from this service.

Give me a "Yes" on the enclosed subscription reply card. I'll start your subscription with our very next issue.

I look forward to hearing from you.

Sincerely,



Robert Moore
Assistant to the Publisher

P.S. One thing more. Those free cassettes I mentioned let you listen in on how top mailing experts solve some of the biggest problems we mailers face today. Just include your check or purchase order with your subscription reply card and the Bonus Certificate for your free tapes.

RM:am
Enclosures

Already subscribe to Postal World?

Special Notice to Postal World Current Subscribers

If by chance you already get *Postal World*, you can still have these valuable cassettes. Listening to them is like having a front row seat at the recent National Mail Users' Conference, Washington, D.C., March 15-17, 1981. Return this coupon for the special subscriber discount—33⅓%—off the regular price.

Name _____

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Yes, I want to bring in the experts on the top mailing issues of the day. Send me

☐ *The 9-Digit Zip Code: Benefit for Mailers or Boondoggle?* (two cassettes)

☐ Subscriber Price - \$30 ☐ Regular Price - \$45

☐ *What to Do When the Postal Service Strikes* (two cassettes)

☐ Subscriber Price - \$30 ☐ Regular Price - \$45

☐ Check or purchase order enclosed for \$ _____

Return to



1406 Fenwick Lane
Silver Spring, MD 20910

FREE BONUS—Worth \$45



New Cassettes Put the Experts At Your Side

- ✓ ***The 9-Digit Zip Code***
- ✓ ***...if the Postal Service Strikes This Summer***

Straight talk on the biggest problems you and your organization face on postage and mailing. Play these handy cassettes anytime . . . in your office . . . car . . . or home. Get the facts you need—the pros and cons. Independent advice you won't get anywhere else.

How to Get Your Free Bonus

Select from one of these cassette releases. Yours free—a \$45 value—when you subscribe to *Postal World* for one year and enclose payment with your order. Take both—four cassettes in all—when you subscribe for two years.

BONUS NO.1

The 9-Digit Zip Code: Benefit for Mailers or Boondoggle? Maybe you've heard the USPS side on this key issue. Now hear the other side from leading mailers and mailing experts. A postal official gives the latest from USPS as well.

This two-hour frank discussion lays out all the benefits . . . and pitfalls for your organization. Should you put your money on the expanded Zip or stick with the 5 digits? The right decision will help your organization save mailing costs and still get the delivery you need—whether you're a 1st, 2nd, or 3rd class, or package mailer.

Find out how much it will cost you to convert lists . . . how much you're likely to pay for maintenance . . . what kind of equipment you'll need . . . where to get free help. Before you make costly changes find out if the conversion costs outweigh the benefits. What if you don't convert to the 9 digits . . . how much will your delivery slow down?

Should you consider a service bureau . . . how much should you get . . . what should it cost? Finally, learn the hidden costs of 9-digit conversion . . . the ones you're not likely to hear from postal officials.

Now you'll have the answers management's asking for, at your fingertips. Two hours of valuable ideas and advice from top mailing consultant, Ed Burnett . . . Bob Inhofe, Meredith Corp . . . Jim Pehta, List Processing . . . Joel Weiss, Associated Litho and Letter . . . and Tom Dewey, USPS.

BONUS NO.2

What to Do if the Postal Service Strikes this Summer. How will you cope when you can't count on the USPS to deliver your mail? The threatened postal strike just a few months off has sent mailers running to update contingency plans.

Learn why some mailers say they'll "sit on the mail" until a strike is settled. And why others are making sure their mail will get through by going outside the postal system. Practical advice you can use in your own operations. What are your options . . . what kind of costs do you face . . . and the all-important *legal liabilities*. What can you do *now* to make sure the private delivery firms answer your phone calls when the strike's on? National authority, John Sweeney gives you *12 tips for lining up private delivery* . . . with legal expert Frank Lilly and Anthony DiBiase, mail manager for Merrill Lynch.

It's all here—what you should know to keep your mail moving—on this double-cassette release. Yours FREE, for trying *Postal World* for just one year.

Send for your free cassettes now. Just return the Bonus Certificate with your order and payment or authorized purchase order in the enclosed postpaid envelope.

BONUS CERTIFICATE FOR FREE CASSETTES

Two New Releases

☐ *The 9-Digit Zip Code: Benefit for Mailers or Boondoggle?*

☐ *What to Do if the*

Postal Service Strikes (this summer!)

Enclose this certificate with your order for *Postal World* and your check or authorized purchase order. Check off your choice of these double cassette recordings—a \$45 value. Subscribe for two years—with payment or p.o.—and take both cassette titles.

Validated by _____

Robert Moore

**POSTAL
WORLD**



YES! Sign me up for *Postal World* now for

☐ one year—\$144

☐ 2 years—\$278

☐ Rush the FREE cassettes I've checked on the enclosed BONUS CERTIFICATE. *I'm enclosing payment or an authorized purchase order.*

☐ Bill my organization. _____

signature

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TED NELSON PUBLISHER
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Robert M. Jones

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